

# ORDER

**WAVY**

**Orders**

**Order / Rev:** 197368

**Alt Order #:** 06838805

**Product Desc:** 10/30-11/12 CONSERVATION VOTERS

**Estimate:** 1512

**Flight Dates:** 10/30/12 - 11/12/12

**Original Date / Rev:** 10/02/12 / 10/02/12

**Order Type:** REG

**Primary AE:** Petry Philadelphia

**Sales Office:** P-PHI

**Sales Region:** Nat

**Agency**

**Name:** Waterfront Strategies

**Buying Contact:**

**Billing Contact:**

1010 Wisconsin Avenue

Washington, DC 20007

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** POL/League of Conservation Voters 2

**Demographic:** A35+

**Product Codes:** PL2

**Priority:** P3

**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:** IN14921

**Account Executives**

| Account Executive  | Sales Office | Sales Region | Start Date / End Date         | Order % |
|--------------------|--------------|--------------|-------------------------------|---------|
| Petry Philadelphia |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Total  |
|-------------|-------|--------|
| WAVY        | 32%   | \$0.00 |
| Market      | 100%  | \$0.00 |

| Competitive Share | Share | Total  |
|-------------------|-------|--------|
| CABLE             | 0%    | \$0.00 |
| NFLWS             | 0%    | \$0.00 |
| UNKWN             | 0%    | \$0.00 |
| WGNT              | 3%    | \$0.00 |
| WHRO              | 0%    | \$0.00 |
| WPEN              | 0%    | \$0.00 |
| WPXV              | 0%    | \$0.00 |
| WTKR              | 17%   | \$0.00 |
| WTVZ              | 2%    | \$0.00 |
| WVBT              | 9%    | \$0.00 |
| WVEC              | 37%   | \$0.00 |